

## ABSTRACT OF THE DISCLOSURE

The invention provides an electro-optical device, a method of driving an electro-optical device, and an electronic apparatus in which flicker can be decreased. When '1', '2', '4', '8', '16, and '32' are assigned to each sub-frame to display half tone of sixty four gray scale levels, a period of one frame is composed of the first to seventh sub-frames SF1 to SF7 designating predetermined light-emitting periods TL1 to TL7, respectively. A sub-frame designating '32' which is the longest light-emitting period, is allocated to the fourth sub-frame SF4 and the seventh sub-frame SF7, and at the same time, the allocated two sub-frames SF4, SF7 are arranged inconsecutively. When the longest '32' is selected based on the gray scale data, both sub-frames SF4, SF7 are selected.